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Subcommittee Agenda

Communication, Education and Outreach (CEO)

Wednesday, December 8, 2010

1. Review minutes from conference call on 11/1/2010
2. Update on NISAW; discuss ways ISAC CEO can help promote / get the word out on it
3. Communications plan
 - Discuss mechanism for “press announcements” for white papers, other news
 - Review draft lists of key audiences/press contacts provided by NISC staff, ISAC members
 - Flesh out detail for internal and external communications
 - Review options for evaluation
4. Review white paper summary paragraph example
5. Review NISC website
6. Review and update key outreach and communication tasks in National Plan
7. Discuss communicating general invasive species concepts (NISAW talking points)
8. Other business